

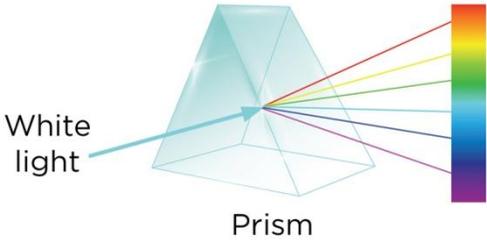
Frequently Asked Questions

What is Heart In Diamond?

It is a genuine, certified laboratory-grown diamond, but different than any other, because it is created using the signature carbon (taken from hair or ashes) of people and pets. These unique diamonds are made to celebrate life’s precious memories and become heirlooms, passed on for generations to come. Heart In Diamonds are real, certified diamonds that have been created in a laboratory by replicating nature’s conditions of extreme temperatures, pressure and pure carbon that occur over millions of years deep beneath the earth’s crust. Heart In Diamond created diamonds possess the identical chemical, optical and physical properties of earth-mined diamonds.

How Diamonds get their color?

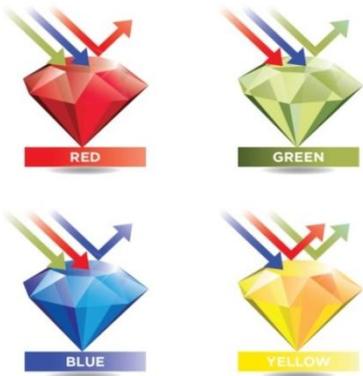
Visible light is the electromagnetic waves of light visible to the human eye. When all are present, we see white light. When white light shines through a prism it is broken into the colors of the visible light spectrum. Water vapor in the atmosphere can also break apart wavelengths. That’s why we see rainbows.



An object may absorb some of the waves and reflect others. We see only the ones it reflects. If it absorbs all of the wavelengths we will see black. If it is reflecting all of the wavelengths, we will see white. All of the other colors are combinations of reflected/absorbed wavelengths and how the receptors in our eyes capture them and how the brain interprets them.

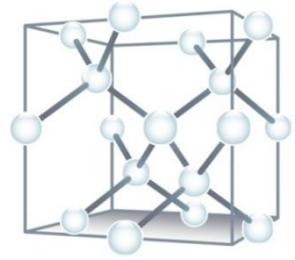
Absorption and Reflection

Color of diamonds is result of interaction of electromagnetic waves (visible and UV ranges) with electron field of atoms and impurity as well as vacancy presences in crystal structure. Generally speaking specific impurities in the crystal structure of the diamond absorb some of the waves of visible spectrum and we see the waves of visible spectrum which diamond does not absorb.



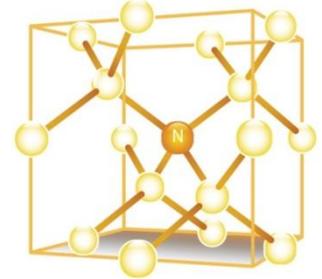
White Diamonds

Diamonds with ideal structure will not absorb any of electromagnetic waves, that is why we see these type of diamonds in white color.



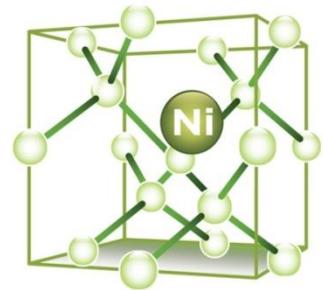
Orange Yellow Diamonds

Impurity of single atoms of Nitrogen (scientifically called “C-center”) in the crystal lattice absorbs all waves except waves of red and yellow spectrum. That is why we see this type of diamonds in orange -yellow color.



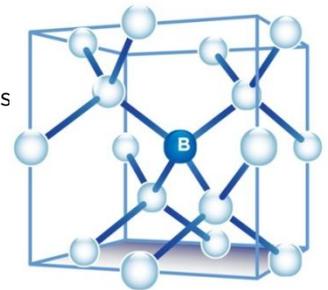
Greenish Diamonds

Impurity of nickel in the crystal lattice absorbs all waves except waves of green and yellow spectrum. That is why we see this type of diamonds in green and yellow color. To make greenish color we are using additional HTHP run.



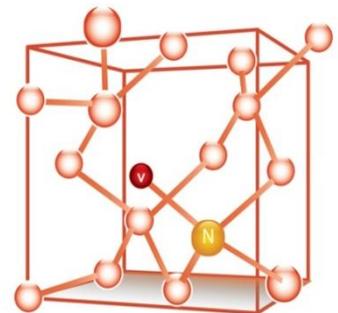
Blue Diamonds

Impurity of atoms of Boron in the crystal lattice absorbs all waves except waves of blue spectrum. That is why we see this type of diamonds in blue color.



Red Diamonds

Impurity of NV (nitrogen-vacancy) centers in diamond lattice absorbs all waves except waves of red spectrum. That is why we see this type of diamonds in red color. To create NV centers diamonds should be irradiated by high energy (around 80keV) electron beam.



Where can I get more information about natural, color diamonds?

To learn more about pricing and market positioning of color, earth-grown diamonds, please visit the following website: <http://www.color-diamond-encyclopedia.com>

What clarity do Heart In Diamonds have?

All diamonds produced in our lab are graded in accordance with the international clarity grading standards and have clarity I – VVS where small and very, very small inclusions are possible. While working with the personal diamonds that have tremendous emotional value, our scientists are doing their best to ensure the best possible result for clarity. Even though the growing process for every diamond is very individual and takes a natural course just as it would in nature, we still guarantee that a personal diamond grown in our lab will be within I – VVS grade.

How do you process personal carbon from people or pets?

Using a high-temperature process, personal hair or cremated ashes provided by the customer is converted into pure carbon, which is the primary element required for diamond formation, either in a laboratory or through the naturally-occurring processes deep under the earth's crust.

How much carbon can Heart In Diamond extract from customers' material (ashes/hair/clothes)?

It is not possible to assess whether the sample contains sufficient amounts of carbon before sample analysis has taken place. Heart In Diamond will provide the chemical analysis of each customer's material to show how much carbon it contains.

How much hair or ashes are required to create a Heart In Diamond?

We request at least 2/3 of a cup or about 100 grams of cremated ashes or 1/2 a cup or about 2 grams of hair. If you do not have these exact amounts, we can still create your diamond by adding generic carbon.

Is there a limit to the sources of personal carbon used to create a single diamond?

There is no limit to the number of people and/or pets whose signature carbon can be used to create your diamond. You can combine both source types (e.g., ashes and hair) and multiple people/pets in one source category (e.g., hair from an entire family, including your pet).

What happens if the entire personal carbon source is not used to create the diamond?

It is rare to have excess carbon following the creation process. However, any excess (hair, ashes or pure carbon) will be returned to you.

Does the type of hair/ashes, or color of hair affect the clarity of diamond?

The answer is NO, the structure of your hair does not affect color or clarity of your diamond, but can add some individual tint or mark of your beauty. Each Heart In Diamond is absolutely individual and unique, just like you.

Do we need to wash or clean the hairs prior sending them to you?

There is no need to wash or clean the hairs before sending them to us. These factors have no effect on the creation process.

How does the diamond creation process work?

A Heart In Diamond is formed by applying high pressure and high temperature to your source of carbon – a process that replicates conditions found deep inside the earth. We begin with a tiny diamond seed and pure signature carbon. These core components are placed in a growth chamber to form a real “diamond in the rough.” This rough diamond is then cut and polished to the customer's specifications. You can see our Creation Process video on our website.

What are the steps needed to create a personal diamond?

1. An order is placed by you by filling in a Purchase Order Form. An ID tracking number is assigned to the order
2. A 50% pre-payment is made by you
3. The order confirmation is sent to Heart In Diamond along with pre-payment of the cost
4. The original order and hair/ashes are sent to Heart In Diamond
5. Production period commences and includes:
 - Transportation to the laboratory
 - Chemical analysis of the material
 - Assembling unique diamond foundation core for growth
 - Diamond growth process
 - Rough diamond inspection
 - Rough diamond cutting into ordered cut shape
 - Cut and polished diamond inspected by lab and issued Certificate of Authenticity
 - Diamond is sent to gemological laboratory for grading

- Diamond is set in jewelry setting (optional)
- Diamond is packaged and ready to be shipped to you

The steps of the creation process can be tracked by you through the website using your unique ID

6. Final payment requested to Heart In Diamond. Payment must be made before shipment

7. Diamond (Jewelry): Insured and sent to you/your local agent/distributor

How can we confirm that the different carbon extracted from hair samples of person A is not actually from person B?

Carbon is a primary material and a primary building block for diamonds. When carbon is extracted from hair/ashes and added to a diamond growing foundation - it is not possible to differentiate and therefore analyze the carbon any further.

However in order to give Heart In Diamond product credibility over the creation process, just as it is done in Crematoriums, we have implemented a special control system over our internal processes that includes a tracking and tracing system throughout all process phases.

The facilities we use to add credibility to the product:

- Chain Of Custody document
- Online, ID specific, tracking system
- Authenticity Certificate
- Independent Gemological Certificate (optional)
- Manufacturer Guarantee

What is Chain of Custody?

The process of creation is set up to guarantee the diamond and to avoid any mistakes. A Chain of Custody certificate reflects all stages of creation of a Heart In Diamond and is signed by the person responsible for each stage.

What is the Heart In Diamond ID tracking system?

From the moment an order is placed, we assign a unique ID digit tracking number. Using this number you can follow each step of the diamond's creation process.

What is a Heart In Diamond Authenticity Certificate?

This is a certificate issued by Heart In Diamond that confirms the creation of the personal diamond by the laboratory and guarantees the properties of each diamond. Every diamond created in our lab can be checked at any time through the Authenticity Check Program.

The A4 certificate accompanies the finished product and includes 3 important fields:

- A. Name - Who the Personal Diamond is dedicated to
- B. The certificate will confirm the origin of the diamond and will include all chemical composition certification of the buyer's material, including the most important Carbon-contents (the base of the diamond)
- C. Diamond grading report (color, size, cut, clarity).

How do I know that my Heart In Diamond is a real diamond?

You can check our diamonds using an independent source of verification – e.g. Independent Gemological Labs. This analysis is conducted by a world-renowned Gemological Institute and details the diamond's individual characteristics and certifies its authenticity.

What is an Independent Gemological Certificate?

This certificate is used in the diamond industry to confirm the origin of the diamond and its characteristics and is issued by a gemological authority like GIA (Gemological Institute of America), EGL (European Gemological Laboratory), IGI (International Gemological Institute). The grading certificates samples are available on our website. The turnaround time varies between laboratories and we choose the most suitable one that meets the production timeframe.

What is the Heart In Diamond Manufacturer Guarantee?

Your Heart In Diamond includes a lifetime guarantee against any defects originating from or caused by the diamond creation process. Heart In Diamonds are not guaranteed against damage or loss as a result of theft, willful damage or breakage, application of high heat treatment, change-of-mind, buyer's remorse and natural inclusions that result from the growth process.

Can our signature carbon ever be removed or extracted from a finished Heart In Diamond?

No, it cannot. The pure carbon taken from the personal source that you provide, is used as the core material from which the diamond is created and can never be altered following diamond growth.

How long does it take to create a Heart In Diamond?

Our turnaround time for the creation of a diamond is within 70-90 days from the date that the order is verified and the carbon source is received at our laboratory. However, due to the unique growth requirements for white and blue colors, it could take up to 90 to 120 days.

How do prices of Heart In Diamonds and earth-mined diamonds compare?

Due to the scarce availability of colored diamonds found under the earth, recent price research indicates that Heart In Diamonds' fancy colored diamonds can be as much as 75% less than the cost of certain earth-mined colored diamonds of comparable size, color, clarity and cut.

Does the price of the diamond include mounting and setting?

Separate pricing for loose diamonds and jewelry settings can be found on our website. We provide an array of beautiful settings in both 14 carat and 18 carat White and Yellow gold and platinum. If the design you desire is not amongst our current options, we will work with you to design and create the custom setting of your dreams.

What if I want a different cut?

Heart In Diamonds is committed to doing everything possible to create the diamond of your dreams. Please contact our representative and we will happily assist with any special requests.

What makes a Heart In Diamond such a unique commemorative option?

Our diamonds are a one-of-a-kind keepsake that can never be duplicated. As one of the hardest and most indestructible substances on earth, a Heart In Diamond permanently captures the essence of love and is a legacy that can be treasured for generations to come.

To help keep your memories close to your heart, we also provide an elegant presentation package with every Heart In Diamond. It will house the diamond, along with the certification and other personal memorabilia such as personal notes, biographies and other keepsakes of a special person or pet.

Why is a Heart In Diamond a socially responsible and eco-friendly option?

We are committed to creating only environmentally friendly and conflict-free diamonds. Unlike natural diamond mining, which destroys ecosystems and funds armed campaigns, our man made diamonds are created in a controlled laboratory environment, using only modest amounts of resources. Free from environmental harm and unethical labor or trade practices, the creation of a personal laboratory grown Heart In Diamond is as pure and peaceful as the gems themselves.

Is laser inscription available for personal messages?

Yes, a personal message is an option available during the ordering process. It is possible to laser inscribe a personal message onto a diamond girdle that is ½ carat and higher. There are limitations to the number of symbols that can be inscribed - please see Purchase Order Form. Please note: if the diamond is set in jewelry, the laser inscription can be hidden, depending on the type of setting chosen.

What delivery service is used?

For delivery of the product we use DHL / Australia Post couriers or any other reliable courier service. We do not ship to a Post Office Box.

Do you insure a Heart In Diamond during shipping?

Yes we do. In the unlikely event of something happening to your diamond during shipment, you are fully insured. Once the Heart In Diamond is delivered to you, you assume all risk and liability.

What if the finished size of the diamond differs from what was ordered?

If the size is lower than was ordered, the company will refund the customer proportionate to a price option. If the size is larger, no additional payment is required and the customer pays for the option ordered, e.g. you ordered 1 carat Red at \$10,165. 1 carat option assumes 0.90-1.19 finished carat weight. If the finished diamond weight is 0.80 ct, then \$1,811 is returned to you (You pay \$ 8,345 for the option 0.65 - 0.89 ct). If the finished diamond weight is 1.45 ct, then the price doesn't change.